

PDS Canada

A MESSAGE FROM KEN ROBINSON

*Vice President of Marketing
and Field Operations*

This edition of the Leader is dedicated to the celebration of our 20th anniversary in business. The following pages cover the events from our recent convention that took place in Toronto this past June.

First, I want to say thanks for your generous support over the years! We wouldn't have stayed in business this long without all of you.

In 1985, Bill Robinson, my father, and I negotiated a deal to bring the restoration concept, Paul Davis Systems, to Canada. I started the first PDS location in Toronto and he worked on selling new offices. The early years were exciting as well as stressful as we worked hard to establish the PDS brand.

We have seen many changes in our industry over the years and the rate of change seems to be accelerating. With new breakthroughs, seemingly daily, in structural drying techniques, the new equipment requirements are a challenge. Let's not even mention the changing world of mould.

I am proud of the growth of our industry and our response to a changing environment. We are really a unique group with much different challenges than those faced by our counterparts in the renovation industry. We work in more difficult environments with hazardous materials. The development of standards by IICRC and education programs have helped raise our level of expertise and safety for our staff and customers.

PDS has always been a strong advocate of continuing education in our field. A good example is this mailing. We have been sending it out since 1987, in different formats but always with the intent to inform.



PDS new Corporate Head Office in Toronto

CELEBRATING 20 YEARS OF SUCCESS THROUGH SERVICE



The Robinson Family

2005 is definitely the "Year of the Customer" and PDS Canada Franchises are working together as a team across Canada to rise to the occasion. Investing significantly in technology, we are now – more than ever – committed to our insurance customers.



Success Through Service

GET ACTION!

Emergency Services

A uniformed IICRC technician will be onsite within two hours of any emergency call. We guarantee a 30-minute contact with the insured on all assignments and provide updates to the adjuster within 24 hours of the call.

Expert Estimates

PDS certified project managers provide accurate and professional estimates within 48 hours of a loss utilizing the Xactimate software system. The third party pricing assures a fair appraisal that the customer and adjuster can use to settle the loss. The detailed diagrams assist adjusters in their understanding of the nature of the loss.

Equipment

Being IICRC Certified means using the right equipment at the right time in the right amount. Our technicians use state of the art moisture sensing equipment to detect moisture ensure correct procedures are followed and when we say it's dry, it's dry!

National Call Centre

When emergencies strike, help is one call away. The PDS Canada's National Response Centre is ready to take calls, 24 hours a day. Calling 1-800-661-5975 provides easy access to all our locations as well as technical answers.

CONVENTIO



Mike McCabe, PDS of Kitchener-Waterloo is this year's recipient of the Canadian Franchise of the Year Award.

Our 2005 convention, held recently in Toronto, was a celebration of 20 years of success and growth in business. The fun began with a grand opening gala at our new Corporate Head Office in Toronto. Franchisees, their employees, vendors and corporate management all gathered to toast the future.

It is always great to begin with a party because the next two days were jam packed with educational seminars and break out sessions. Beginning with a session on Xactimate, Ken Robinson, a certified instructor explains that a software package is only as good as its user and that Franchisees and their estimators should complete all three levels of certification for Xactimate. By utilizing this software PDS certified project managers can provide accurate and professional estimates to adjusters within 48 hours of a claim along with detailed diagrams to aid the adjusters in understanding the loss.

Get action!



Rick Berardi, PDS of London (middle) looks somewhat perplexed as to how this Master Magician pulled that card trick off.

Later on in the morning 'Disinfectant Education' demonstrations were being held for Associates. PDS Canada is proud of our record in bringing environmentally safe products to the restoration industry. Over the years we have introduced and continue to use alternative methods of deodorization like Vaportek or Benefect, the all natural disinfectant. In fact Sensible Life Products, the makers of Benefect Botanical Disinfectant Spray have just received the unique distinction of being the only EPA (Environmental Protection Agency) certified disinfectant in North America (it is also certified by Health Canada and Environmental Choice).

After lunch we had a fashion show and Vendor demonstrations at our Trade Show. PDS Canada has just launched a new national corporate program with Marks Work Warehouse. All PDS employees across the country will be sporting our new clothing line so that clients and customers will readily recognize PDS corporate clothing style anywhere.

The next day's sessions focused on JPP, our project management software and POI, our Pack-Out Inventory software. Franchisees need to continue to learn how to use the nuances of these programs to get the most out of their software. JPP tracks projects from the beginning to the end and allows Franchisees to measure their overall efficiency and profitability which is essential for the continued success as independent businesses. It also allows them to identify areas which they need to improve within their organization. Utilizing this same system PDS Canada's corporate office tracks and monitors every single claim that Franchises across the country are working on.

Assured Software, instructed the session on the use of their POI soft-

Xactimate

PDS Canada utilizes Xactimate software to provide uniform third party pricing assuring adherence to insurer agreed upon programs. Detailed diagrams assist adjusters in their understanding of the nature of the loss.

JPP

PDS Canada is proud of its efficient project management. Projects are monitored and managed utilizing our Job Processing Program software to deliver high quality work on time and on budget. Secure passwords can be provided to allow insurance personnel to view online the status of files as well as estimates and photos.

POI

PDS Canada has incorporated Assured Software's Pack-Out Inventory Program into the PDS content restoration procedures. The program utilizes bar code scanning and digital photography to quickly complete entire inventories at the customer's home providing a detailed content list with integrated photos. It then helps manage the chain of custody throughout the content restoration phase including delivery back to the insured

Website

Visit us at www.pds.ca and find out everything you need to know about our products, services or franchise locations. Read the most recent copy of our Leader, the bimonthly educational mailing.

Get connected!

GET SATISFIED!

Homeowner Process and Brochure

Customer service is a top priority at PDS Canada. We know that when our staff arrives at a loss they are representing the insurance company. We present our business card at the door and utilize a company brochure to explain the restoration process to the homeowner. Each company brochures lists contacts at the local PDS office that include the owner among other pertinent paperwork. We want to make sure that every PDS customer knows who to call if they are concerned in any way. Completion certificates and surveys are used to gain critical quality and service feedback and the end of a project.

Professional Standards

Every PDS office must possess the Mould Remediation Certification in addition to being an IICRC Certified Firm. When working with a certified company you can be assured that your customer's property will be restored properly and safely. PDS Canada also regularly audits all offices for compliance and adherence to professional standards and our mandatory requirements.

Customer Service Program

PDS Canada realizes the real key to winning customers is to give them the best claims services possible. This means fluid interaction between the insurer and the insured in all situations. Our Quality Assurance Program begins with our first contact, through the use of detailed work orders, to our last contact, the customer survey.



Ken Robinson conducts a seminar demonstrating additional features of Xactimate software.

CONVENTION 2005



PDS Canada has now introduced a whole new clothing line for its Franchises. Paul Gresham, PDS of Brampton/Guelph models the new rain jacket.



PDS Franchisees discuss new products at the Saturday's trade show.

ware. For those Franchisees who have not tackled this software yet, the Assured Software Consultant commented, "I don't want to tell you to build an arc before the storm, but the storm is coming!" Meaning this new efficient approach to packing-out and salvage is rapidly becoming the expected procedural approach by insurers.

Currently many insurer's are also considering Assured Software's SOL (Schedule of Loss) software which is the companion to their POI software. It allows insurers to speed through the contents valuation stage of the claim. After all a day saved on a file is worth thousands

Get satisfied!

GET SIMPLE!

Full-service Contracting Company

PDS Canada offers a complete restoration package, from emergency services through to complete rebuilds. This makes it easier for the adjuster to make one call and have the whole claim handled. Through a combination of staff and trade professionals projects are completed on time and on budget.

Simple, Straightforward Estimates

PDS certified project managers provide accurate and professional estimates within 48 hours of a loss utilizing the Xactimate software system. The third party pricing assures a fair appraisal that the customer and adjuster can use to settle the loss. The detailed diagrams also aid the adjusters understanding of the loss.

Work Authorizations

PDS Canada will not commence work on any claim until the insured has signed a work authorization. The contract includes a statement of disassociation and identifies who is to pay the deductible. It also provides a written One Year Warranty backed by CSI.

Get simple!



Enjoying a glass of wine with Lois Robinson are Dale and Susan Dublin, PDS of Winnipeg.



the Benefect booth



Chief Operating Officer Stephen Robinson presents Bob Clarke, PDS of North Bay & Nippising, with the top award for Canadian Franchise of the Year for Market Penetration.

of dollars to an insurance company.

Paul Davis Systems has now integrated this Pack-Out Inventory Program with our PDS pack-out and cleaning procedure. Our new POI program allows us to integrate the detailed lists with the photos that in the past had been impossible. We are now able to keep perfect track of every item as it moves through the PDS content restoration and storage process. With this revolutionary system, familiar contents problems are now a thing of the past. That said, it is not that easy to learn. Some PDS Franchises have already hired Assured Software consultants

Get relief!

GET RELIEF!

IIRC Certification

Every PDS office must possess the Mould Remediation Certification in addition to being a IICRC Certified Firm. When working with a certified company you can be assured that your customer's property will be restored properly and safely. Ask your local PDS office about in-house seminars PDS can provide to your adjusters.

Techniques

Plain and simple, our methods save time and money. From our 30-minute customer contact to our comprehensive work order system, customer satisfaction is guaranteed. All project managers are IICRC certified and through a combination of staff and trade professionals projects are completed on time and on budget.

Environmentally Safe Products

PDS Canada is proud of our record in brining environmentally safe products to the restoration industry. Over the years we have introduced and continue to use alternative methods of deodorization like Vaprtek, or Benefect, the all natural disinfectant. We currently are the only private labeled company with Benefect in our industry. If you have ever had a chemically sensitive customer, these products are for you.



Carmen Sicilano, PDS of Toronto, discusses this year's Firefighter Combat Challenge schedule with the Toronto Firefighters Combat Challenge Team Captain Charles McGregor. PDS Canada is the major sponsor of the Toronto Firefighter's Combat Challenge Team.



National Customer Service Representative Loriann Robinson chats with Jerry Kofsky of Munters.

CONVENTION 2005



PDS Canada President Bill Robinson enjoys a moment with Doug and Linda Ronson from PDS of Durham & Peterborough Regions.

to come to their offices to teach staff this new software program.

Many of the PDS Canada Franchises had their entire staff attend the annual Paul Davis Systems Awards Banquet. Celebrating the successes of the past year, awards were presented in different sales categories to Franchisees and Associates who had achieved specific sales targets across the country. Along with thoughtful speeches from award winners and corporate management, the PDS family, one more time just enjoyed their annual reunion.

GET RISK-FREE!

Insurance Coverage

All PDS Canada franchise offices carry insurance policies that include: \$2 million in General Liability, \$250,000 Mould coverage after a water loss, \$1 million for Mould Remediation work and an installation floater, plus PDS Canada and Completion Services Inc. are additional named insured. A Franchise policy cannot lapse without PDS Canada Head Office knowing in advance.

Compliance

All PDS Canada franchise offices are required to annually complete a self-audit and submit financial statements to PDS Canada Head Office. PDS Canada also regularly audits all office for compliance and adherence to professional standards and our mandatory requirements. These mandatory requirements include many important elements such as IICRC certification, minimum levels of insurance, equipment and much more.

CSI – Risk Free Services

CSI stands for Completion Services Inc. It is an independent corporation which has over \$3 million in cash and investments. Operating like a performance bond on every job. This program not only underwrites our one year warranty, it guarantees job completion, payment and customer satisfaction. CSI certificates are issued yearly at the insurers request and cover individual per job occurrences up to the \$50,000. If you want the only warranty on integrity in the industry, call and make sure you are covered today!

Get risk-free!



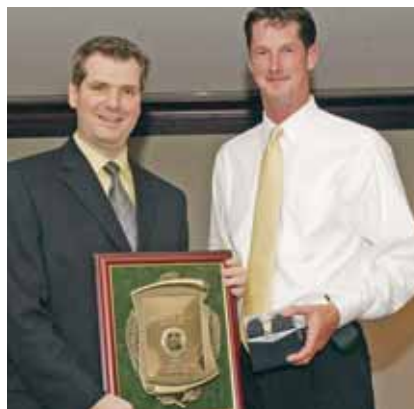
From left to right are: PDS Canada Associate Jim Johnson; Grant and Terry Murdoch, PDS of Thunder Bay; and Cathy Johnson.



Vice President of Marketing Ken Robinson speaks to guests with President Bill Robinson.



Stephane Giroux, SPD Montreal (Est), shares a laugh with Ken Robinson's wife, Olga Panova.



Peter Heary, PDS of Halton/Hamilton-Wentworth receives the award for One Million Dollars in Sales in One Calendar year from Chief Operating Officer Stephen Robinson.

2004 Franchise Awards

Canadian Franchise of the Year in Sales

1. Kitchener-Waterloo
2. Halton/Hamilton-Wentworth
3. Brantford/Woodstock
4. Windsor & Essex County
5. Calgary

Canadian Franchise of the Year for Market Penetration

1. North Bay & Nipissing
2. Timmins & the Claybelt
3. Kitchener-Waterloo
4. Brantford/Woodstock
5. Renfrew County

Canadian Owner Associates of the Year in Sales

1. John Hill and the Calgary Team (Calgary)
2. Greg Davey (Red Deer)
3. Peter Overgaauw (Brantford/Woodstock)
4. Robert P. Clarke (North Bay and Nipissing)
5. David Ronson (Durham and Peterborough Regions)

Canadian Associates of the Year in Sales

1. Brian Newmaster (Kitchener-Waterloo)
2. Jim Mantler (Vancouver)
3. Claude Gauthier (Timmins and the Claybelt)
4. Andrew Gibbons (Kitchener-Waterloo)
5. Sarah Whittal (Windsor and Essex County)

PDS CONTACT INFORMATION

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PDS of Edmonton
Sung Yoon
780-437-6051

PDS of Red Deer
Greg & Stacy Davey
403-342-4666

PDS of Saskatoon
Ken Spetz
306-374-7000

PDS of Winnipeg
Dale Dublin
204-586-1684

PDS of Brampton/Guelph
Paul Gresham, Fred Bauer
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Woodstock
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Ronson, Linda Ronson
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Restoration Specialists

Publication Agreement
Number 7025424

Return undeliverable
Canadian addresses
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Toronto ON M1R 3C2